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ABSTRACT

This paper summarizes a series of studies undertaken by the United States Information Agency Service between 1970 and 1972 in Bolivia, Great Britain, Argentina, and Lebanon. The purpose of the research was to develop new techniques for analyzing the audiences of USIA periodicals. Survey respondents--all members of USIA priority audience occupations--indicated their interest in a series of magazine article titles by using the Haskins 0-100 Reading Interest Scale. The results show that public affairs titles were of greater interest generally than those dealing with human affairs; interest in public affairs information was largely unrelated to demographic characteristics and mass media use; international lifestyle and personal contact with the United States seemed to hold promise as useful explanatory variables; and interactions between the two categories of reading interest, as shown in the segmentation analysis, suggested insights into interests of the USIA magazine readers that simple analysis did not detect. (Author/RB)

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Audience Segmentation: An Approach to International Communications

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Audience segmentation, a term adapted from market research, refers to any set of techniques employed to divide a large, hetrogeneous group of people into smaller groups which share some relevant characteristic or characteristics.

The objective of such an exercise is to increase one's ability to describe members of the groups, or to improve one's ability to communicate with them, or to enlarge one's capability of influencing them (Engel et al., 1972).

The first task in developing an audience segmentation strategy is to select a criterion on which the segments will be created. Practice has favored the use of locator or demographic variables -- generally what would be considered independent variables -- but that approach is by no means universal. It is also possible -- and often preferable -- to develop segments on the basis of a dependent variable. Frank et al. (1972) suggest the latter approach is likely to be more productive when one is interested in developing communications strategies such as a marketing campaign.

Two examples illustrate the difference. A beer distributor (for some reason, a large number of the published segmentation studies involve the beer market) might develop market segments on the basis of several demographic characteristics: young, blue-collar households, middle-age suburbanites, retired couples in small towns, and so on.

He could then determine the beer preferences of each segment. The young, blue-collar people, for example, might prefer a beer that is robust and strong, while the middle-age suburbanites, in contrast, might more frequently buy a light, mellow beer. The retired couples might not drink much beer at all. With knowledge of the preferences of each group, our distributor could develop advertising themes to exploit these differences. And with knowledge

of the media use patterns of the different market segments, he could select an efficient media mix to reach specific groups with appropriate messages.

On the other hand, the distributor could also use as the basis of his segmentation the characteristics of the product itself: flavor, color or whatever it is that separates the Coors drinker from the Schlitz buyer. As before, he could use data on media use of each group -- consumers of light, mellow beer, drinkers of strong, robust beer, etc. -- to develop a marketing program.

The same approach could be applied to the editorial content of a magazine. A publisher who established regional editions of his magazine would be segmenting on the basis of geography. Another possibility is to use the demographic characteristics of a special group of readers as in the case of the news magazines' special executive editions.

But the publisher might also identify broad categories of content and use those as the basis of segmenting the total audience. This was the approach tried a few years ago by Saturday Review when it experimented with publication of four distinct magazines.

The difference between the two approaches cited in the examples is subtle but important. In the first case, subgroups are created on the basis of easily identifiable locator criteria, and then within each of those groups, the relevant characteristics are identified. In the second, the relevant criteria themselves are the basis for developing the groups. The locator variables are then used to exploit the differences. Neither approach is intrinsically preferable. The real criterion for selecting one or the other is which produces more useful information.

At USIA, audience research generally followed the first approach. Audiences were defined first by geographic

region or language, or nation, and then by occupation. Readership studies of USIA periodicals typically involved the sampling of target group occupations from which respondents were selected and were interviewed about content preferences or actual reading patterns.

When a study was undertaken for one of the 100 or so USIA magazines, the results were presented as a listing of reading interest of each of the occupational groups. One problem with this approach was that readership studies frequently failed to produce clear-cut patterns that editors and policy-makers could use. While some variations across occupations and nations were detected, studies more often produced evidence of similarities of reading interests among USIA priority audience groups than of differences. The research was not always helpful in clarifying the reading interests of Agency audiences.

In 1970, a group of analysts in the USIA Research Service suggested that it might be more productive to shift the focus from occupations to reading interests as the basis of segmenting the overseas audiences. We also thought it might be useful to look at reading interests not individually topic by topic but rather to examine the interactions among topics.

This suggested a research approach which would identify general categories of content, which would use these as the basis of dividing the total audience of a publication into sub-audience segments and which would examine combinations of reading interests.

From 1970 to 1972, a number of studies were undertaken in several countries to develop this research approach. This paper summarizes four of the major studies.

Segmentation Technique

We decided to measure interest in a series of specific magazine articles with Haskins' 0-100 reading interest scale (Haskins, 1960). With this technique, the respondent is presented with the title of an article (either real or hypothetical) and asked to indicate his interest in reading it in accordance with the following instruction:

> If you are completely sure you would want to read the article, score it 100. If you are completely sure you would not want to read it, score it 0. If you are not completely sure, use any number between 0 and 100 that best expresses your interest in reading the article. You may use any number as often as you like.

We selected this scale for several reasons. First, Haskins had demonstrated the validity of the technique in predicting actual readership of magazine articles. Techniques incorporating verbal response scales (very likely to read, somewhat likely, etc.) or general content categories rather than specific titles did not predict actual readership. As a part of this series of USIA studies, we tested the reading interest scale in three countries outside the United States and established to our satisfaction its cross-cultural validity (Stevenson, 1974).

Also we wanted to develop the content categories from the point of view of the respondents, not that of USIA. In the Agency, material is frequently categorized according to policy objectives: American foreign policy, domestic affairs, international cooperation, etc. While this categorization scheme was useful at USIA, it obviously did not reflect the way our readers viewed magazine content.

It was possible, for example, that readers might generalize reading interests according to geographic boundaries: They would have a strong (or weak) interest in reading all articles dealing with their own country or region, all material dealing with the United States, etc. More likely was a categorization scheme similar to that used in most news content analysis: politics, science, education, and so on. The first task of the research program was to identify these general categories from the perspective of the audience.

In the Haskins scale, we had a validated measure of reading interest and the basis for developing such a set of categories. Results of a study could be analyzed at several levels. First, specific titles could be evaluated. The statistic of "likely readership" proved to be especially useful in presenting the data to editors and writers.

Beyond that, title ratings could be reduced to general categories with a single index representing a respondent's interest in each category. The general category interest score could be correlated with demographic items and other relevant independent variables.

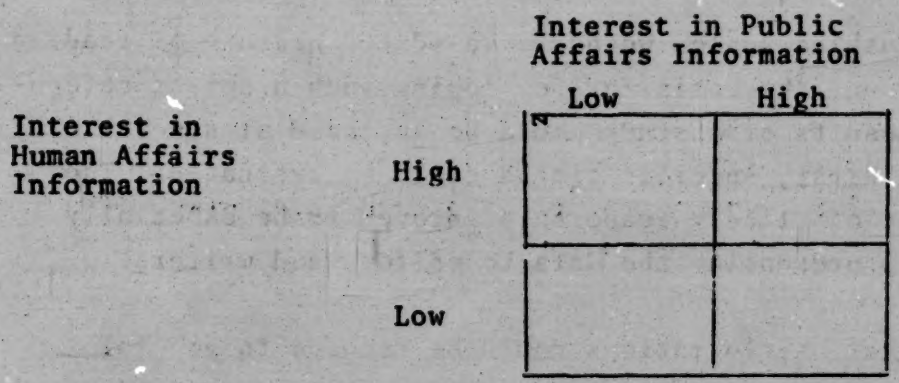
Finally -- this was the objective of the project -- the general categories could be used as the basis of a segmentation procedure.

The general categories were derived from a factor analysis of the title ratings. Details are in the Technical Appendix. In all studies, two similar categories emerged, One contained titles such as "The natural interdependence of the American economies," "Why America is involved in the Middle East," and "In Vietnam -- after America, what next?" We labeled this category Public Affairs Information. The second category contained titles like "Education and the

American Indian," "Sesame Street: a success story in educational television," and "The $100,000,000 search for a cancer cure." We decided to call this category Human Affairs Information.*

Because the two categories were statistically independent, we could create a four-cell matrix from them. This became the basis of creating the four reading interest segments.

Figure 1: Audience Segmentation Matrix



Media Survey in Bolivia

The first opportunity to test this approach came in 1971 in a larger survey of three priority audience groups in La Paz, Bolivia. Members of the three occupations -- university students, government officials and businessmen-professionals -- were asked to indicate their interest in 25 magazine titles. The titles -- some rather strident -- were developed by USIS La Paz to represent the major policy themes of the USIA operation in that country.

*Readers familiar with the USIA reports on these surveys will note a different segmentation technique. This approach was developed in response to comments on the original analysis. See Janicki (1974) and the unsigned article in USIA Communicator (1973).

Of immediate interest was the high interest, even among university students, in several titles directly related to American foreign policy (Table 1). The two highest-rated titles, both with a likely readership of more than 50%, compared benefits of a capitalist economy over socialism. It has been widely assumed in USIA that material directly supportive of U.S. policy objectives is frequently unpalatable to overseas audiences and should be used judiciously.

But in fact, this and other studies disputed that assumption. In the four studies presented here as well as others not insluded in this paper, titles directly relevant to U.S. policy produced the highest interest ratings and the highest levels of readership. Material included on the premise that it was more acceptable to overseas audiences -- human interest, culture, social problems -- was generally of lower interest.

When the 25 titles were reduced to two general categories -- public affairs and human affairs -- several patterns were evident (Table 2). The interest in human affairs was more predictable from demographic characteristics of the respondents (R=.322) than was interest in public affairs information (R=.288). High interest in human affairs was more characteristic of students, the young, the less educated and women. We might expect that people like that would tend not to be interested in public affairs material, but this was not necessarily the case. Interest in public affairs information was higher among men and the better educated, but public affairs interest cut across the other demographic categories. The surprising finding was that interest in public affairs information was distributed so evenly across all age groups, occupations and socio-economic levels.

The interactions between the two categories are shown in

the segmentation analysis in Table 3. An editor would be likely to attract a student reader with an article on human affairs, but a story on public affairs might or might not appeal to that individual. A human affairs article would tend not to interest a reader with a post-graduate education, but such a person probably would be interested in reading an article about public affairs.

The results suggest, if nothing further, the complexities of content preferences and the relative ineffectiveness of demographic characteristics in sorting out these relationships. The editor would be advised not to plan his magazine in terms of human affairs or public affairs material but in terms of human affairs and public affairs material.

Reading Interests Survey in Britain

A second test of audience segmentation took place about the same time (1971) in Britain. There, the USIS Post* was considering publication of a single, broad-appeal magazine to replace two smaller, specialized publications, Labour News and Science Horizons. A commericial research firm was engaged to carry out the research. The sample consisted of approximately equal numbers of the Post's priority audiences -- political leaders, journalists, educators, students, etc. -- as well as recipients of the two existing publications.

USIS London prepared 42 titles (only half of which were included in the segmentation analysis) representing the range of material the new publication would include. The titles covered American foreign policy, economics, environment, science, education, civil rights and the arts.

*Overseas, USIA is known as USIS, United States Information Service. The term "USIS Post" refers to the USIS element of the American embassy.

Several questions about reader preferences for magazine format and size, periodicals currently read and demographic items were incorporated with the title rating section in a mail survey questionnaire. The survey produced a response rate of 79%.

Results of the British survey generally were similar to those in the Bolivian study. Public affairs titles were of higher interest to most Britons than the human affairs articles. The human affairs interest was more predictable from demographic data than was public affairs interest. And interest in one category of material was unrelated to interest in the other (Tables 4,5).

As in Bolivia, women were more frequently interested in human affairs. But unlike the Bolivian results, students tended to be more interested in public affairs. Age and education were generally unrelated to either category of content.

Interest in public affairs was indeed positively (though modestly) related to the total number of magazines read and to readership of U.S. magazines. Readership of American periodicals was also related to interest in human affairs. While the demographic analysis was less successful (and less consistent) than in Bolivia, we could point out to the USIS London staff that members of the audience who would read their new magazine would also tend to read commercial American periodicals as well. Readers of USIS public affairs material would be likely to be readers of British magazines as well. Editors of this publication might benefit from knowing that their magazine could complement other magazines -- including American commercial periodicals -- or compete with them, but would not substitute for them.

We were also interested in the relationship between interest

in reading a USIS periodical and the individual's personal contact with the United States. A visit to the United States was related to low interest in both categories of content. About one-third of those who had been to the U.S. were in the segment of low interest in both categories (Table 6).

Facetas Survey in Argentina

For the third exercise in audience segmentation, we returned to Latin America, this time to Argentina. The survey involved recipients of Facetas, the Spanish-language edition of Dialogue, a major USIA publication. Dialogue is a high-level quarterly journal of intellectual and cultural topics edited in Washington and published in English, French and Spanish for world-wide distribution. Local editions are published in several other languages (Glick, 1970).

This survey consisted of personal interviews with approximately 300 Facetas recipients. The interview focused on readership of recent issues, title ratings of articles planned for upcoming issues and reactions to the magazine. But we also included several items measuring mass media use. We were particularly interested in pursuing the relationship between interest in reading USIA material -- especially public affairs topics -- and the use of other news sources.

The survey produced the now-familiar patterns. Overall, titles dealing with public affairs were of more interest than those related to human affairs; the regression analysis was more successful in identifying predictors of human affairs interest than public affairs interest; some demographic patterns (generally not surprising) were discernable although reading interest patterns were for the most part unrelated to age or education (Tables 7, 8, 9).

What was surprising was the almost complete lack of linear

correlation between the two content categories and indices of media use. To examine this further, we computed a composite index of use of four news media (radio news, television news, newspaper readership and magazine readership). Because this composite index was also unrelated to public affairs interest (we were more interested in the relationship between public affairs interest and use of news media than the relationship between media use and human affairs interest and pursued only that), we could create a four-cell matrix similar to the audience segmentation matrix. This special matrix, however, showed the interaction of news media use and interest in public affairs information.

Any number of theoretical approaches would hypothesize a correlation between public affairs interest and news media use. While half of the respondents were consistent with such a hypothesis, an equal number were not. And it was the discrepent combinations -- people with high interest in public affairs and low media use and vice-versa -- which were most interesting.

Some of the results of this analysis were useful: university faculty members tended to be in the high public affairs - low media use cell; cultural leaders were frequently in the cell representling low media use and low public affairs interest; professional people were found in all four combinations (Table 10).

The intriguing finding was why journalists would be found in equal numbers in the high media - high interest category and in the low media - low interest category. Or why almost a third of the government officials would be in the high media - low public affiars interest cell. Our data, of course, provided no answer to these questions, although we could speculate that part of the explanation might be the occupational definitions. Latin American journalists

are frequently cultural leaders or university faculty who work as journalists on a part-time basis or write for non-politically oriented periodicals. At USIS, they might be categorized as journalists. And it is also true that the category of government officials might contain public officials who are far removed from the political arena.

Al-Majal Survey in Lebanon

The last audience segmentation exercise came in mid-1972 in a readership survey of al-Majal magazine. Al-Majal (the title translates as "panorama" or "horizon") is the major Arabic-language USIA publication. The magazine underwent a major revamping and expansion in 1972. The survey was designed mainly to provide the editorial staff with data on reading interests of the recipients and potential readers. About 300 individuals in Lebanon and Kuwait (in each country, half were current recipients and half were non-recipient priority audience members) were interviewed. Only the Lebanon results are included in this analysis.

As in the other studies, the survey emphasized title ratings and media use. But we also decided to explore other areas in our efforts to account for differences in reading interests. One area was what we called "international lifestyle." USIA priority audiences are, almost by definition, elites and as such we suspected that nationality would be less significant than if we had been dealing with representative national cross-sections. Instead, we believed that reading interests might be more a function of an individual's internationalism -- foreign study, residence or travel, language capabilities, use of foreign media and the like. We developed separate indices for international lifestyle in general and for personal contact with the United States.

We also wanted to explore the relationship between interest in reading about the United States (most of the titles concerned the United States in one way or another) and the individual's cognitive orientation toward America. By that term, we meant not only whether a person liked or disliked the country but also the level of knowledge about th U.S. and how and in what situations that knowledge was used.

Political sensitivities prevented us from developing the latter approach. However, we were able to ask each respondent to name four countries he liked and four countries he disliked. The position of the United States in this selection served as a primitive and incomplete indicator of the individual's cognitive orientation toward the United States.

The results of the al-Majal survey generally were consistent with those in the earlier studies. In this survey, however, the prediction of public affairs interest was slightly better than the prediction of human affairs interest (Tables 11, 12, 13). Use of mass media was modestly but positively correlated with both content categories although more strongly with public affairs interest.

Separate analyses of sets of variables reflecting contact with the United States and international lifestyle (Table 14) indicated that both contributed to an explanation of variance in reading interest scores. International lifestyle was more strongly coorelated with public affairs interest than with human affairs interest. Selection of the United States as one of the countries liked was related to interest in human affairs material; however, public affairs interest was unrelated to both of the cognitive orientation indices.

Conclusions

Completion of the al-Majal survey concluded USIA's first research in international reading patterns and audience segmentation. What tentative conclusions or hypotheses did this program produce?

1. Contrary to common belief at USIA, material which was of the highest interest to most overseas readers was frequently the most strongly policy related. There was little evidence to support an editorial policy of concentrating on non-controversial topics on the premise that they would be more acceptable to readers.

2. Interest in reading about a topic did not seem to be a function of agreement with the point of view of the article. This was an indirect conclusion based on the high overall interest in several titles which would be expected to represent a point of view not widely accepted in that coutnry. Examples include an explanation of U.S. Middle East policy in the al-Majal study, a discussion of the U.S. role in Vietnam in the British survey and several articles dealing with American policy and defense of capitalism in the two Latin American surveys.

3. In general, interest in reading about human affairs was more predictable from demographic data. By and large, women, students, younger people tended to be interested in human affairs titles.

4. Interest in reading about public affairs material was less predictable although typically men, older people and government leaders scored higher in this category. The more frequent finding, however, was that public affairs interest cut across all occupations, ages and educational levels.

5. Public affairs interest, in some cases, was related to use of mass media. However, the lack of correlation in most studies seemed to be more important. In interpreting the correlation, two cautions should be noted. First, all the studies involved restricted samples -- elites -- and that would tend to suppress all correlation coefficients. Second, interest in human affairs may be quite different than interest in public affairs. People might well choose to read the former because of an interest they themselves had nurtured. But an interest in public affairs material -- particularly stories that promise an explanation of American foreign policy -- might be a function of American dominance in international affairs. The United States, for better or worse, impinges on Arab, Briton and Latin American alike, without regard to mass media use, nationality or occupation.

6. International lifestyle and cognitive orientation appeared to hold promise for further development. Both were related to both categories of reading interest.

7. In all studies, covering a wide range of countries and content, similar general content categories emerged. In general, the regression analysis and segmentation analysis produced comparable results in all four studies. This supports the generalizability of the findings.

8. The interactions between human affairs interest and public affairs interest -- as shown by the audience segmentation analysis -- developed insights into the complexities of the audience that other techniques did not. The results were occasionally enlightening, more often baffling, but usually intriguing. They frequently stimulated us to think about the audience in new or different ways, and this may have been the major advantage of this research program.

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Technical Appendix

The original title ratings were factor analyzed, using a principal components solution with varimax rotation. In all cases, two factors were rotated. The two-factor solution was used, rather than the common solution based on the number of factors with an eigenvalue greater than one, for several reasons:

1. The two factors accounted for most of the variance in the title ratings (between 40% and 50%).

2. Third and fourth factors seemed to reflect the specific titles in each survey, rather than general categories. In some cases, the additional factors were difficult to interpret.

3. A two-factor solution produced a convenient and easily interpreted four-cell typology of reading interests. A three-factor solution produced an eight-cell matrix which was complex and unstable because of the small number of respondents in each cell.

The factor scores were computed by multiplying the factor score coefficients (regression weights of the standardized variable scores) by the appropriate standardized variable scores and summing across all variables. The resulting scores approach a normal distribution and statistical independence.

The reading interest typologies were created by dividing each interest score at the median and combining the resulting high-low segments into the four cells.

The composite media use index in the Argentina survey was calculated by standardizing four media use indices

(total number of newspapers and magazines read regularly, number of days in the last week television and radio news was seen/heard) and summing across the four.

Table 1: Data from Media Survey in Bolivia (n=282)

Title	Mean Interest Rating	Standard Deviation	Likely Readership[1]
How new capitalist countries develop--the amazing story of Japan and West Germany since World War II	78.5	25.5	53%
A comparison of free and communist economies--Japan vs. China, West Germany vs. East Germany, Venezuela vs. Cuba, US vs. USSR	76.8	28.5	53
The dilemma of developing countries--nationalism vs. future foreign development	74.4	27.0	43
Capital investment and productivity of labor--the key to a higher standard of living	73.0	31.0	47
Non-socialist countries--the benefits of private enterprise for the laboring man	67.6	28.9	33
The unexpected disadvantages of nationalization	66.3	29.0	34
Chile--the increasing problems regarding freedom of expression	65.4	32.5	36
The natural interdependence of American economies--North and South America	63.7	31.7	32
Of mutual advantage-why the US favors trade with Latin America	61.6	32.1	31
Breaking the poverty cycle with tools and transportation	61.5	31.0	29
The youthful revolution against materialism	60.5	33.9	31
Technological development=a reason for growth in New York and Detroit	58.2	35.3	32
The new left in America--freedom of speech in extremis	55.6	34.9	28
Where is the nuclear-powered engine?	55.6	34.4	26
Who gets what: how US military aid to South American countries works	54.2	33.8	21
Terrorism--psychotic expression of the politically immature	53.8	33.9	23
The Angela Davis murder trial	53.6	34.0	21
The will of the people--why Puerto Rico rejects independence from the US	53.0	33.7	23
The cultural explosion--art and music in North America	51.6	32.5	22

Title	Mean Interest Rating	Standard Deviation	Likely Readership[1]
How can you get an education in the United States	50.3	33.9	21%
The effect of communist control upon the courts of Cuba	49.3	35.2	21
People live as they choose--the pluralistic nature of modern US society	47.7	33.8	17
The orderly revolution--changes within the US	46.7	32.2	14
Renewal in the church--the Catholic Pentacostals at Notre Dame University, USA	44.8	34.0	16
Literary colonies in North America--the new freedom	43.5	32.9	14

[1]The likely readership is the percentage of respondents who scored the title 90 or higher on the 0-100 title rating scale. It represents the best estimate of readership if the article were actually published. See Haskins (1960) and Stevenson (1974).

Table 2: Regression Analysis of Media Survey in Bolivia

Predictors	Interest in Public Affairs		
	R	R^2	r
Male	.241	.058	.241
Education	.269	.072	.207
SES	.281	.079	-.008
Businessman-professional	.288	.083	.037
Age	.288	.083	.101
Government official	.288	.083	.048
Female	----	----	-.241
Student	----	----	-.083

Predictors	Interest in Human Affairs		
	R	R^2	r
Age	.431	.186	-.431
Businessman-professional	.467	.218	-.403
Governement official	.501	.251	-.060
Male	.514	.264	-.261
SES	.520	.270	.103
Education	.522	.272	-.331
Female	----	----	.261
Student	----	----	.444

The specific occupation and sex variables are dummy variables (yes=1, no=0) derived from the nominal categories. In each set, one classification is suppressed in the multiple regression because it is a function of the classifications already in the equation. Simple correlations between these variables (female, student) and the dependent variables are included.

Table 3: Characteristics of Audience Segments, Media Survey in Bolivia

Segment:	Occupation: Govt Off (n=99)	Bus-Prof (n=83)	Student (n=100)
Low Public Affairs High Human Affairs	14%	5%	44%
High Public Affairs High Human Affairs	30	17	35
Low Public Affairs Low Human Affairs	30	43	13
High Public Affairs Low Human Affairs	25	35	8

Segment:	Age: Under 30 (n=130)	30s (n=49)	40s (n=68)	50+ (n=35)
Low Public Affairs High Human Affairs	37%	12%	7%	9%
High Public Affairs High Human Affairs	34	29	18	26
Low Public Affairs Low Human Affairs	18	31	40	40
High Public Affairs Low Human Affairs	12	29	35	26

Segment:	Sex: Male (n=214)	Female (n=68)
Low Public Affairs High Human Affairs	16%	41%
High Public Affairs High Human Affairs	28	29
Low Public Affairs Low Human Affairs	29	24
High Public Affairs Low Human Affairs	27	6

Segment:	Education: No Univ (n=85)	Some Univ (n=70)	Univ Grad (n=62)	Post-Grad (n=65)
Low Public Affairs High Human Affairs	45%	21%	3%	11%
High Public Affairs High Human Affairs	15	54	26	19
Low Public Affairs Low Human Affairs	26	13	45	31
High Public Affairs Low Human Affairs	14	11	26	40

Segment:	Socio-Economic Status: High (n=102)	Medium (n=166)	Low (n=14)
Low Public Affairs High Human Affairs	16%	24%	43%
High Public Affairs High Human Affairs	27	30	21
Low Public Affairs Low Human Affairs	35	24	29
High Public Affairs Low Human Affairs	23	23	7

Table 4: Data from Reading Interests Survey in Britain (n=1020)

Title	Mean Interest Rating	Standard Deviation	Likely Readership
Why America favors a growing EEC	69.9	33.1	46%
Does American investment abroad mean American control?	63.0	34.7	37
Why America is involved in the Middle East	59.1	35.0	32
The teaching machine--what mechanical aids can and cannot do	56.5	34.3	28
The $100,000,000 search for a cancer cure	56.4	36.8	32
How many people is too many people?	55.2	35.8	28
In Vietnam--after America, what next?	54.7	35.8	31
Sesame Street: a success story in educational television	53.2	36.5	27
Making welfare work--the hardest job of all	51.2	35.9	25
Education and the American Indian: experiments at the University of New Mexico	48.5	35.4	17
Africa: why American policy speaks quietly	47.4	35.8	21
Open admissions in American education	46.5	36.8	22
Helicopters and hovercraft--the case against the wheel	44.4	36.0	19
Where is the nuclear-powered engine?	41.8	37.2	20
The next step for Intelsat in world communications	41.8	35.8	17
Smoking is bad for industry's health	41.3	35.7	17
Women's Lib and the 40-hour week	38.5	34.7	.4
Breaking the poverty cycle on the small farm	33.1	33.5	11
Andy Warhol: multi-media man with a one-track mind	32.2	35.4	13
Poets without rhyme or reason--modern poetry can be confusing	29.3	35.4	12
The exciting sound of the American symphony band	21.0	29.3	6

[1]The likely readership is the percentage of respondents who scored the title 90 or higher on the 0-100 title rating scale.

Table 5: Regression Analysis of Reading Interests Survey in Britain

Predictors	Interest in Public Affairs		
	R	R^2	r
Labour News	.142	.020	.142
Student	.214	.046	.139
US magazines	.254	.065	.136
Political leader	.295	1087	.089
Magazine readership	1305	.093	.128
Age	.310	.096	-.009
Business leader	.315	.099	-.023
Journalist	.316	.100	-.074
Education	.317	.101	-.013
Visit US	.318	.101	-.035
Male	.318	.101	-.003
Intellectual leader	.318	.101	-.086
Educator	.318	.101	-.093
Female	----	----	.017
Science Horizons	----	----	-.066

Predictors	Interest in Human Affairs		
	R	R^2	r
Business leader	.230	.053	-.230
US Magazines	.274	.075	.143
Journalist	.313	.098	-.092
Education	.338	.114	-.072
Political leader	.370	.137	-.079
Visit US	.382	.146	.151
Labour News	.390	.152	.066
Student	.396	.157	-.005
Educator	.405	.164	-.009
Intellectual Leader	.427	.182	.029
Male	.433	.188	-.110
Age	.436	.190	-.073
Magazine readership	.437	.191	.059
Female	----	----	.126
Science Horizons	----	----	.319

The specific occupation and sex variables are dummy variables (yes=1, no=0) derived from the nominal categories. In each set, one classification is suppressed in the multiple regression because it is a function of the classifications already in the equation. Simple correlations between these variables (female, Science Horizons recipient) and the dependent variables are included.

Table 6: Characteristics of Audience Segments, Reading Interests Survey in Britain

Segment:	Occupation: Pol Lead (n=117)	Journ-alists (n=121)	Bus Prof (n=132)	Edu-cators (n=122)
Low Public Affairs High Human Affairs	16%	24%	10%	30%
High Public Affairs High Human Affairs	26	20	14	19
Low Public Affairs Low Human Affairs	25	36	41	30
High Public Affairs Low Human Affairs	33	20	35	21

	Students (n=116)	Intel, Artist (n=152)	Labour News (n=121	Science Horizons (n=137)
Low Public Affairs High Human Affairs	16%	25%	16%	47%
High Public Affairs High Human Affairs	34	25	42	35
Low Public Affairs Low Human Affairs	21	32	17	11
High Public Affairs Low Human Affairs	30	18	26	7

Segment:	Age: Under 35 (n=327)	35-54 (n=474)	55+ (n=212)
Low Public Affairs High Human Affairs	27%	24%	18%
High Public Affairs High Human Affairs	28	23	32
Low Public Affairs Low Human Affairs	19	31	28
High Public Affairs Low Human Affairs	26	22	23

Segment:	Sex: Male (n=896)	Female (n=118)
Low Public Affairs High Human Affairs	22%	33%
High Public Affairs High Human Affairs	25	36
Low Public Affairs Low Human Affairs	28	14
High Public Affairs Low Human Affairs	24	16

Segment:	Education: Second-ary (n=316)	Trade, Tech (n=164)	Univ (n=533)
Low Public Affairs High Human Affairs	22%	35%	21%
High Public Affairs High Human Affairs	30	30	24
Low Public Affairs Low Human Affairs	25	20	30
High Public Affairs Low Human Affairs	23	16	26

Segment:	Visited United States: Yes (n=398)	No (n=622)
Low Public Affairs High Human Affairs	20%	26%
High Public Affairs High Human Affairs	23	29
Low Public Affairs Low Human Affairs	32	23
High Public Affairs Low Human Affairs	25	22

Segment:	Magazine Readership: 0-2 (n=410)	3-4 (n=340)	5+ (n=270)
Low Public Affairs High Human Affairs	28%	22%	19%
High Public Affairs High Human Affairs	20	28	34
Low Public Affairs Low Human Affairs	28	25	26
High Public Affairs Low Human Affairs	24	25	20

Segment:	U.S. Magazine Readership: None (n=532)	One (n=319)	Two or more (n=169
Low Public Affairs High Human Affairs	23%	25%	21%
High Public Affairs High Human Affairs	21	30	37
Low Public Affairs Low Human Affairs	32	21	21
High Public Affairs Low Human Affairs	24	24	21

Table 7: Data from Facetas Survey in Argentina (n=302)

Title	Mean Interest Rating	Standard Deviation	Likely Readership[1]
Perspectives on economic development in Latin America	71.6	35.4	54%
Is man overadapting to his environment?	64.6	35.7	40
Book review: opinions of a Soviet intellectual	63.4	36.9	34
Planning the technotronic future	61.2	39.3	40
Film, art and life (by Orson Welles)	61.1	39.0	36
Private enterprise and development	58.4	37.9	35
The new capitalism	57.9	38.0	34
Economists debate American politics	55.9	40.5	32
A study of black separatism	55.5	36.9	24
A social role for private enterprise	54.9	38.2	26
The "blue invasion" of the United States	54.6	36.7	29
The message of the Enlightenment	54.6	37.7	26
The new labor revolution	53.6	37.6	28
Book review: two types of black politicians	53.2	38.8	28
Book review: the proper role for women	52.6	39.2	31
Idea vs. reality in new towns	51.6	37.8	27
The lure of alienation (by Saul Bellow)	51.2	39.9	30
John Updike: realism and the novel	50.2	37.7	27
What makes a novelist? (by John Dos Passos)	49.9	40.3	25
The challenge of the communes	48.9	38.1	20
Are writers necessary? (by Robert Penn Warren)	48.7	39.6	28
One of my generation (story by John Updike)	47.4	39.3	27
The economy of new cities	46.0	37.5	22
A painter of the city	45.2	38.4	21
The politics of new cities	45.1	37.4	22
Theater in America today	44.6	39.0	22
The impact on old cities	44.5	36.8	20
Farewell to the vanguard	43.6	37.0	18
Two experiments in new towns	42.7	36.1	17
Past and future of American labor relations	36.0	36.7	16

[1]The likely readership is the percentage of respondents who scored the title 90 or higher on the 0-100 title rating scale.

Table 8: Regression Analysis of Facetas Survey in Argentina

Predictors	Interest in Public Affairs		
	R	R^2	r
Cultural leader	.231	.053	-.231
Male	.273	.074	.156
Reader's Digest	.294	.087	.125
University faculty	.303	.092	.075
Time magazine	.310	.096	.072
TV News	.317	.100	.086
Newspaper readership	.322	.103	.075
Visited US	.326	.106	-.057
Magazine readership	.329	.108	.090
Professional, businessman	.332	.110	.132
Student	.334	.111	-.009
Journalist	.335	.112	.019
National Geographic	.336	.113	.039
Age	.336	.113	-.015
Readership of US magazines	.336	.113	.049
Radio News	.336	.113	.035
Female	----	----	-.146
Other occupations	----	----	-.063

Predictors	Interest in Human Affairs		
	R	R^2	r
Professional, businessman	.325	.106	-.325
Male	.402	.161	-.318
Cultural leader	.442	.196	.275
Magazine readership	.448	.200	.057
Newspaper readership	.454	.206	-.079
Reader:s Digest	.457	.209	.053
Age	.461	.216	.020
Time Magazine	.467	.218	.048
Radio news	,470	,221	,020
Readership of US magazines	.471	.222	.027
TV news	.472	.223	-.052
Journalist	.473	.223	.042
Visited US	.473	.224	.099
Student	.473	.224	.050
University faculty	.473	.224	.059
National Geographic	.473	.224	.025
Female	----	----	.329
Other occupations	----	----	.111

The specific occupation and sex variables are dummy variables derived from nominal categories (yes=1, no=0). In each set, one classification is suppressed in the multiple regression because it is a function of the classifications already in the equation. Simple correlations between these variables (female, other occupation: and the dependent variable are included.

Table 9: Characteristics of Audience Segments, Facetas Survey in Argentina

Segment:	Occupation: Journ-alist (n=36)	Pol lead (n=29)	Univ prof (n=26)	Univ student (n=24)
Low Public Affairs High Human Affairs	22%	21%	2%	25%
High Public Affairs High Human Affairs	36	24	31	21
Low Public Affairs Low Human Affairs	22	17	19	25
High Public Affairs Low Human Affairs	19	38	23	29

	Cult lead (n=33)	Bus prof (n=154)
Low Public Affairs High Human Affairs	3%	29%
High Public Affairs High Human Affairs	24	24
Low Public Affairs Low Human Affairs	18	31
High Public Affairs Low Human Affairs	55	16

Segment:	Age: Under 30 (n=62)	30-49 (n=117)	50+ (n=123)
Low Public Affairs High Human Affairs	34%	21%	22%
High Public Affairs High Human Affairs	23	22	31
Low Public Affairs Low Human Affairs	26	27	25
High Public Affairs Low Human Affairs	18	30	22

Segment:	Sex: Male (n=247)	Female (n=54)
Low Public Affairs High Human Affairs	28%	9%
High Public Affairs High Human Affairs	25	30
Low Public Affairs Low Human Affairs	29	9
High Public Affairs Low Human Affairs	18	52

Segment:	Education: Some uni or less (n=84)	Univ grad (n=112)	Post grad (n=105)
Low Public Affairs High Human Affairs	20%	27%	25%
High Public Affairs High Human Affairs	26	24	28
Low Public Affairs Low Human Affairs	18	30	27
High Public Affairs Low Human Affairs	36	19	21

Segment:	Visited United States: Yes (n=174)	No (n=128)
Low Public Affairs High Human Affairs	21%	29%
High Public Affairs High Human Affairs	26	25
Low Public Affairs Low Human Affairs	25	27
High Public Affairs Low Human Affairs	28	19

Segment:	Magazine Readership: 0-1 (n=68)	2-3 (n=128)	4+ (n=106)
Low Public Affairs High Human Affairs	28%	23%	23%
High Public Affairs High Human Affairs	21	25	30
Low Public Affairs Low Human Affairs	32	24	24
High Public Affairs Low Human Affairs	19	27	24

Segment:	Newspaper Readership: 0-1 (n=87)	2 (n=113)	3+ (n=102)
Low Public Affairs High Human Affairs	20%	27%	25%
High Public Affairs High Human Affairs	30	24	25
Low Public Affairs Low Human Affairs	25	26	27
High Public Affairs Low Human Affairs	25	23	25

Segment:	TV News (Days per Week) 0 (n=85)	1-4 (n=90)	5-7 (n=105)
Low Public Affairs High Human Affairs	17%	20%	29%
High Public Affairs High Human Affairs	33	27	20
Low Public Affairs Low Human Affairs	24	31	26
High Public Affairs Low Human Affairs	27	22	26

Segment:	Radio News (Days per Week)		
	0-1 (n=93)	2-6 (n=81)	7 (n=98)
Low Public Affairs High Human Affairs	25%	21%	25%
High Public Affairs High Human Affairs	26	20	27
Low Public Affairs Low Human Affairs	27	27	27
High Public Affairs Low Human Affairs	23	32	22

Segment:	US Magazine Readership	
	1+ (n=71)	0 (n=231)
Low Public Affairs High Human Affairs	21%	25%
High Public Affairs High Human Affairs	28	25
Low Public Affairs Low Human Affiars	21	27
High Public Affairs Low Human Affairs	30	23

Table 10: Interaction of Media Use and Public Affairs Interest, Facetas Survey in Argentina

Segment:	Occupation: Journ-alist (n=36)	Pol lead (n=29)	Univ prof (n=26)	Univ student (n=24)
High media use Low public affairs	14%	31%	23%	29%
High media use High public affairs	28	35	23	21
Low media use Low public affairs	28	24	19	25
Low media use High public affairs	31	10	35	25

	Cult lead (n=33)	Bus prof (n=154)
High media use Low public affairs	27%	26%
High media use High public affairs	6	27
Low media use Low public affairs	46	21
Low media use High public affairs	21	26

Table 11: Data from al-Majal Survey in Lebanon (n=305)

Title	Mean Interest Rating	Standard Deviation	Likely Readership[1]
Why America is involved in the Middle East	73.4	31.9	49%
The $100,000,000 search for a cancer cure	73.3	32.7	51
Eleven million new voters: what the 18-to-21-year-olds think	56.2	35.0	25
The future of the technotronic society	54.4	34.9	23
Is America going protectionist?	54.0	35.8	26
Who cares for the poor and needy in America?	51.2	35.0	22
American university campuses abroad--a new trend	50.5	35.7	23
An Arab political scientist looks at American federalism	48.7	37.2	23
Doctrines of Presidents from Monroe to Nixon	48.1	37.1	22
The problems of design in the experimental safety vehicle	47.5	35.8	20
Light to the young: classes in Islam and Arabic language at Washington's Islamic Center give Muslim children a link with their heritage	45.6	35.5	19
The Yankee dollar and the European dilemma	44.3	36.9	22
The message of the Enlightenment: Voltaire and Jefferson today	42.2	35.3	16
Open admissions in American education	41.2	36.4	17
Literary colonies in the United States	38.5	34.5	14
Adults not admitted: children are sometimes sad to leave an American hospital designed especially for youngster's ills	38.4	35.1	15
Andy Warhol: multi-media man with a one-track mind	27.7	31.2	7
Chicano--new pride, new problems for Mexican-Americans	24.7	29.3	6

[1]The likely readership is the percentage of respondents who scored the title 90 or higher on the 0-100 title rating scale.

Table 12: Regression Analysis of al-Majal Survey in Lebanon

Predictors	Interest in Public Affairs		
	R	R^2	r
Newspaper readership	.192	.037	.192
Age	.252	.064	-.142
Listens to VOA	.280	.078	.164
Education	.305	.093	.076
Political leader	.321	.103	.082
Knowledge of English	.336	.113	-.040
Listens to foreign radio	.345	.119	.104
Foreign travel	.349	.122	.101
Journalist	.354	.125	.008
Book readership	.358	.128	.061
Like U.S.	.360	.129	.061
Businessman-professional	.361	.130	-.107
Foreign residence	.363	.132	-.001
Foreign education	.364	.133	-.003
Male	.366	.134	.030
Radio News	.367	.134	.033
Knowledge of French	.367	.134	.050
Total foreign languages	.370	.137	-.019
Dislike U.S.	.370	.137	.036
Movie attendance	.370	,137	.062
U.S. magazine readership	.371	.137	.057
Magazine readership	.371	.137	.086
News magazine readership	.371	.138	.092
Foreign magazine readership	.371	.138	.066
U.S. residence	.372	.138	.014
U.S. education	.372	.138	.022
Foreign newspaper readership	.372	.138	.119
Television news	.372	.138	.035
al-Majal readership	.372	.138	.016
Female	----	----	-.030
Other occupations	----	----	-.024

Predictors	Interest in Human Affairs		
	R	R^2	r
Like U.S.	.180	.032	.180
Male	.222	.049	-.152
Lnowledge of French	.253	.064	.086
Listens to VOA	.275	.076	.129
Political leader	.294	.086	.133
Book readership	.312	.098	.110
Magazine readership	.320	.102	.124
Journalist	.330	.109	-.051
al-Majal readership	.332	.110	.065
U.S. magazine readership	.334	.111	.045
Foreign residence	.336	.113	.020
Businessman-professional	.339	.115	-.131
Education	.342	.117	.014
Total foreign languages	.344	.118	.071
Foreign newspaper readership	.346	.120	-.017
Age	.348	.121	-.014
Knowledge of English	.349	.122	.025
Readership of news magazines	.351	.123	.093
Movie attendance	.352	.124	.078
U.S. education	.353	.124	.095
U.S. residence	.354	.125	.057
Newspaper readership	.355	.126	.036
Listens to foreign radio	.355	.126	.015
Dislikes U.S.	.355	.126	.010
Radio news	.355	.126	.015
Foreign travel	.355	.126	-.014
Television news	.355	.126	.186
Foreign magazine readership	.355	.126	.072
Foreign education	.355	.126	.043
Female	----	----	.152
Other occupations	----	----	.097

The specific occupation and sex variables are dummy variables (yes=1, no=0) derived from the nominal categories. In each set, one classification is suppressed in the multiple regression equation because it is a function of the classifications already in the equation. Simple correlations between these variables (female, other occupations) and the dependent variables are included.

Table 13: Characteristics of Audience Segments, al-Majal Survey in Lebanon

Segment:	Occupation: Pol Lead (n=34)	Journ-alist (n=28)	Bus Prof (n=147)	Other Occ (n=93)
Low Public Affairs High Human Affairs	21%	14%	17%	29%
High Public Affairs High Human Affairs	47	21	26	31
Low Public Affairs Low Human Affairs	18	36	35	23
High Public Affairs Low Human Affairs	15	29	22	17

Segment:	Age: Under 30 (n=73)	30s (n=91)	40s (n=83)	50+ (n=51)
Low Public Affairs High Human Affairs	23%	18%	18%	24%
High Public Affairs High Human Affairs	32	30	31	24
Low Public Affairs Low Human Affairs	27	28	30	33
High Public Affairs Low Human Affairs	18	25	21	20

Segment:	Sex: Male (n=266)	Female (n=38)
Low Public Affairs High Human Affairs	20%	30%
High Public Affairs High Human Affairs	29	32
Low Public Affairs Low Human Affairs	30	26
High Public Affairs Low Human Affairs	22	13

Segment:	Education (in Years): Under 16 (n=75)	16 (n=130)	17+ (n=88)
Low Public Affairs High Human Affairs	25%	17%	21%
High Public Affairs High Human Affairs	31	29	28
Low Public Affairs Low Human Affairs	28	31	28
High Public Affairs Low Human Affairs	16	23	23

Segment:	TV News (Days per Week): 0-1 (n=84)	2-4 (n=86)	5-7 (n=57)
Low Public Affairs High Human Affairs	19%	23%	19%
High Public Affairs High Human Affairs	25	29	26
Low Public Affairs Low Human Affairs	37	26	26
High Public Affairs Low Human Affairs	19	22	28

Segment:	Radio News (Days per week) 0-1 (n=57)	2-4 (n=46)	5-7 (n=37)
Low Public Affairs High Human Affairs	19%	28%	24%
High Public Affairs High Human Affairs	25	28	35
Low Public Affairs Low Human Affairs	35	28	27
High Public Affairs Low Human Affairs	21	15	14

Segment:	Newspaper Readership (Number Read): 0-1 (n=78)	2 (n=105)	3+ (n=122)
Low Public Affairs High Human Affairs	28%	18%	18%
High Public Affairs High Human Affairs	17	31	36
Low Public affairs Low Human Affairs	41	32	20
High Public Affairs Low Human Affairs	14	19	26

Segment:	Magazine Readership (Number Read) 0-1 (n=92)	2 (n=75)	3+ (n=138)
Low Public Affairs High Human Affairs	24%	24%	17%
High Public Affairs High Human Affairs	17	31	36
Low Public Affairs Low Human Affairs	39	27	25
High Public Affairs Low Human Affairs	20	19	23

Segment:	Cognitive Orientation Toward U.S.: Likes U.S. (n=73)	Dislikes U.S. (n=41)	U.S Not Mentioned (n=191)
Low Public Affairs High Human Affairs	26%	24%	18%
High Public Affairs High Human Affairs	38	27	26
Low Public Affairs Low Human Affairs	18	27	35
High Public Affairs Low Human Affairs	18	22	22

Segment:	International Lifestyle: Low (n=91)	Moderate (n=124)	High (n=90)
Low Public Affairs High Human Affairs	24%	19%	20%
High Public Affairs High Human Affairs	22	32	32
Low Public Affairs Low Human Affairs	33	29	27
High Public Affairs Low Human Affairs	21	20	21

Segment:	Contact with U.S. Low (n=140)	Moderate (n=80)	High (n=85)
Low Public Affairs High Human Affairs	20%	23%	20%
High Public Affairs High Human Affairs	24	36	31
Low Public Affairs Low Human Affairs	37	25	21
High Public Affairs Low Human Affairs	19	16	28

Segment:	Total News Media Use: Low (n=102)	Moderate (n=125)	High (n=78)
Low Public Affairs High Human Affairs	23%	19%	21%
High Public Affairs High Human Affairs	17	37	33
Low Public Affairs Low Human Affairs	43	24	21
High Public Affairs Low Human Affairs	18	20	26

Table 14: Summary of Regression Analyses, al-Majal Survey

Predictors:	Interest in Human Affairs	Interest in Public Affairs
All variables	R=.355	R=.372
Media use	R=.182	R=.213
U.S. contact	R=.170	R=.213
International lifestyle	R=.130	R=.199